

VZCZCXYZ0027
RR RUEHWEB

DE RUEHQT #0374 1411700
ZNR UUUUU ZZH
R 211700Z MAY 09
FM AMEMBASSY QUITO
TO RUEHC/SECSTATE WASHDC 0392
INFO RUEHBO/AMEMBASSY BOGOTA 8150
RUEHCV/AMEMBASSY CARACAS 3549
RUEHLP/AMEMBASSY LA PAZ MAY LIMA 3206
RUEHGL/AMCONSUL GUAYAQUIL 4331
RUEATRS/DEPT OF TREASURY WASHDC

UNCLAS QUITO 000374

SENSITIVE
SIPDIS

E.O. 12958: N/A

TAGS: [ECON](#) [KIPR](#) [ETRD](#) [EC](#)

SUBJECT: ECUADOR COMMEMORATES WORLD IP DAY WITH IP AWARENESS
EVENTS

¶1. (U) In celebration of World Intellectual Property Day (April 26), the Embassy collaborated on several events in Ecuador. Economic, Public Affairs, and Foreign Commercial Service staff obtained promotional materials from WIPO and helped organize and support an IPR awareness roundtable held by the American Chamber of Commerce. The event took place in Quito on April 29, since countrywide elections were held on April 26.

¶2. (U) Speakers at the well-attended roundtable included the former head of Ecuador's Intellectual Property Institute (IEPI) and current IP negotiator in Ecuador's trade talks with the EU, and a famous Ecuadorian song-writer, "Damiano." The former IEPI head discussed the importance of IPR protection in developing countries and emphasized how IPR can benefit Ecuadorians in many industries. He also noted that Ecuador's requested geographical indications in the Andean Community-EU trade talks - Montecristi hats (panama hats) and a special type of cacao that only grows in Ecuador - could bring major benefits to the country. Damiano, whose songs are often played at football games and on telenovelas (without royalty payments), complained that the culture of non-payment of royalties to artists in Ecuador has caused a decline in the development of local artists and musicians. He noted that ten years ago there were 16 CD production companies in Ecuador, and now there are none.

¶3. (U) In addition to the IPR roundtable, the Embassy obtained WIPO promotional posters and comic books on copyright protection (in Spanish) for dissemination in movie theaters in the major cities of Quito and Guayaquil. The comic books are particularly effective in reaching young audiences and explaining the importance of copyright protection.

¶4. (SBU) Embassy officials also met with the current President of IEPI to encourage the GOE to promote World IP Day, and suggested possible activities. In response, IEPI held IPR awareness events in the cities of Quito, Guayaquil and Cuenca between April 20 and 23, calling it "World IP Week." Using WIPO promotional materials that the Embassy brought to their attention, IEPI advertised and held roundtables and panels with experts on authors' rights, traditional knowledge, and trademarks and patents, among others. Speakers included government officials, lawyers, and experts in biodiversity.

¶5. (U) On May 18, Quito's leading economic newspaper ran a lengthy article reporting on joint efforts by a law firm, IEPI, the Attorney General's office, and the police to combat trademark piracy. On May 20, the same paper published a second lengthy article reporting on software piracy, drawing on data from the Business Software Alliance.

¶6. (SBU) Comment: In a country where IPR enforcement is weak and piracy widespread, it was encouraging to see a relatively concerted effort by a number of IPR supporters, including the new head of Ecuador's Intellectual Property Institute, to emphasize World IP Day and promote IPR awareness.

HODGES